

CLAIMS:

1-20. (cancelled)

21. (new) A method of communicating data to broadcast a viewer participation event, comprising:

receiving an event broadcast signal which is being broadcasted by a broadcast station and is receivable via a first communication channel by receivers of participants;

substantially simultaneously with the event broadcast signal being broadcasted by the broadcast station, transmitting at least a part of the received event broadcast signal via a second communication channel to mobile terminals of the participants;

receiving a participating signal via the second communication channel from a mobile terminal of at least one participant; and

sending the broadcast station the participating signal, which will be reflected in the event broadcast signal being broadcasted by the broadcast station.

22. (new) A method according to claim 21, wherein transmitting at least a part of the received event broadcast signal comprises converting the at least a part of the received event broadcast signal for transmission via the second communication channel.

23. (new) A method according to claim 21, wherein the event broadcast signal being broadcasted by the broadcast station is a pre-recorded signal.

24. (new) A method according to claim 21, wherein receiving an event broadcast signal comprises receiving an event broadcast signal via the first communication channel.

25. (new) A method according to claim 21, wherein receiving an event broadcast signal comprises receiving an event broadcast signal via a dedicated communication line.

26. (new) A method according to claim 21, further comprising receiving from the broadcast station an additional signal designating a particular participant and sending

the additional signal via the second communication channel to the designated participant.

27. (new) A method according to claim 26, wherein the additional data comprises an application data for prompting the designated participant to send the participating signal.

28. (new) A method according to claim 21, further comprising sending, via the second communication channel to mobile terminals of potential participants who have responded the event broadcast signal received by the receivers thereof, an inquiry signal asking whether the potential participants wish to participate in the viewer participation event.

29. (new) A method according to claim 21, wherein receiving a participating signal comprises accepting a participating signal only within a limited time frame of the view participation event.

30. (new) A method according to claim 29, wherein the viewer participation event is a viewer participation auction, and the participating signal comprises a bid by the at least one participant and an identification thereof.

31. (new) A method according to claim 30, further comprising storing bids from participants and subsequent to the limited time frame, sending a winner notification signal to a participant who made a highest bid.

32. (new) A method according to claim 31, further comprising:

subsequent to sending a winner notification signal, sending an inquiry signal to ask the winner about a payment method;

receiving from the winner a response signal indicative of an intended payment method; and

sending the response signal to the broadcast station for settlement of the highest bid.

33. (new) A method according to claim 32, further comprising, if the intended payment method is a payment by a credit card, verifying the credit card.

34. (new) In a broadcasting system for broadcasting a viewer participation event, a transaction management system comprising:

a first receiver operational under control of a first communication interface to receive an event broadcast signal which is being broadcasted by a broadcast station and is receivable via a first communication channel by broadcast signal receivers of participants;

a second transmitter operational under control of a second communication interface to transmit, substantially simultaneously with the event broadcast signal being broadcasted by the broadcast station, at least a part of the received event broadcast signal via a second communication channel to mobile terminals of the participants;

a second receiver operational under control of the second communication interface to receive a participating signal via the second communication channel from a mobile terminal of at least one participant; and

a first transmitter operational under control of the first communication interface to send the broadcast station the participating signal, which will be reflected in the event broadcast signal being broadcasted by the broadcast station.

35. (new) A transaction management system according to claim 34, further comprising a converter configured to convert the at least a part of the received event broadcast signal for transmission via the second communication channel.

36. (new) A transaction management system according to claim 34, wherein the first receiver receives the event broadcast signal via the first communication channel.

37. (new) A transaction management system according to claim 34, wherein the first receiver receives the event broadcast signal via a dedicated communication line.

38. (new) A transaction management system according to claim 34, further comprising an event table that stores attributes of at least one viewer participation event.

39. (new) A transaction management system according to claim 34, further comprising a participant table that stores identifications of the participants for each viewer participation event.

40. (new) A transaction management system according to claim 34, further comprising a participating signal table that stores contents of participating signals for each viewer participation event, in relation to identifications of participants who have sent the participating signals.

41. (new) A transaction management system according to claim 34, further comprising a customer table that stores identifications of the participants and their attributes.

42. (new) A transaction management system according to claim 34, wherein the second communication channel comprises a mobile communication network.

43. (new) A transaction management system according to claim 34, wherein a mobile terminal is a wireless telephone.